

**Abstract**

Parties involved in transacting business in an E-marketplace (E-marketplace participants) each identify and submit to the E-marketplace relevant characteristics related to their privacy-use needs (those that they adhere to, referred to as "privacy policies"; those that they require, referred to as "privacy preferences", or both). The privacy policies and privacy preferences of the E-marketplace participants are then matched up, and those with matching characteristics are given access to each other, while those that do not match up are denied access to each other. This serves as a search filter to match up consumers with providers.

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